

WHAT IS CLAIMED IS:

1. A system for managing a plurality of identities of a user, the system comprising:
 - a network entity capable of operating a user naming system (UNS), wherein the
- 5 UNS is capable of receiving, from an application, a request for an identity of a user, wherein the UNS is capable of automatically selecting a predefined identity based upon the application and at least one user preference independent of user input to the application, and wherein the UNS is capable of providing the selected identity to the application.
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2. A system according to Claim 1, wherein the UNS is capable of receiving, from a trusted application, a request for an identity of a user, and wherein the UNS is capable of selecting an identity further based upon a status of the user.
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3. A system according to Claim 2, wherein the at least one user preference comprises at least one naming preference, wherein the UNS is capable of obtaining a status of the user, and thereafter matching the status of the user with a status of a naming preference that also includes a predefined identity, and wherein the UNS is capable of selecting the predefined identity of the respective naming preference.
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4. A system according to Claim 3, wherein the UNS is capable of matching the status of the user with a status of at least one naming preference that further includes at least one application, wherein the UNS is further capable of matching the application requesting the identity with an application of one of the at least one naming preference
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- having a matching status, and wherein the UNS is capable of selecting the predefined identity from the naming preference having a matching status and having a matching application.
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5. A system according to Claim 1, wherein the UNS is capable of receiving, from a non-trusted application, a request for an identity of a user, wherein the UNS is

capable of one of selecting and generating a pseudonym to thereby select an identity, and wherein the UNS is capable of providing the pseudonym.

6. A system according to Claim 1, wherein the UNS is further capable of
5 identifying a current preferred identity based upon at least one user preference and a status of the user, wherein the UNS is capable of receiving, from a trusted application, a request for an identity of a user, and wherein the UNS is capable of selecting the current preferred identity.

10 7. A system according to Claim 6, wherein the at least one user preference comprises at least one naming preference, wherein the UNS is capable of obtaining a status of the user, and thereafter matching the status of the user with a status of a naming preference that also includes a predefined identity, and wherein the UNS is capable of identifying the predefined identity of the respective naming preference as a current
15 preferred identity.

8. A system according to Claim 7, wherein the UNS is capable of matching the status of the user with a status of at least one naming preference that further includes at least one application, wherein the UNS is capable of identifying, for each application
20 of each naming preference having a matching status, the predefined identity of the respective naming preference as a current preferred identity of the respective application, and wherein the UNS is capable of selecting the current preferred identity of an application matching the application requesting the identity.

25 9. A method of managing a plurality of identities of a user, the method comprising:

receiving, from an application, a request for an identity of a user;
selecting a predefined identity based upon the application and at least one user preference, wherein selecting a predefined identity comprises automatically selecting a
30 predefined identity independent of user input to the application; and
providing the selected identity to the application.

10. A method according to Claim 9, wherein receiving a request comprises receiving, from a trusted application, a request for an identity of a user, and wherein selecting an identity comprises selecting an identity further based upon a status of the
5 user.

11. A method according to Claim 10, wherein the at least one user preference comprises at least one naming preference, and wherein selecting a predefined identity comprises:

10 obtaining a status of the user;
matching the status of the user with a status of a naming preference that also includes a predefined identity; and
selecting the predefined identity of the respective naming preference.

15 12. A method according to Claim 11, wherein matching the status of the user comprises matching the status of the user with a status of at least one naming preference that further includes at least one application, and wherein the method further comprises:

matching the application requesting the identity with an application of one of the at least one naming preference having a matching status,

20 wherein selecting the predefined identity comprises selecting the predefined identity from the naming preference having a matching status and having a matching application.

13. A method according to Claim 9, wherein receiving a request comprises receiving, from a non-trusted application, a request for an identity of a user, wherein selecting an identity comprises one of selecting and generating a pseudonym, and wherein providing the selected identity comprises providing the pseudonym.

14. A method according to Claim 9 further comprising:
30 identifying a current preferred identity based upon at least one user preference and a status of the user,

wherein receiving a request comprises receiving, from a trusted application, a request for an identity of a user, and wherein selecting a predefined identity comprises selecting the current preferred identity.

5 15. A method according to Claim 14, wherein the at least one user preference comprises at least one naming preference, and wherein identifying a current preferred identity comprises:

obtaining a status of the user;
matching the status of the user with a status of a naming preference that also
10 includes a predefined identity; and
identifying the predefined identity of the respective naming preference as a current preferred identity.

15 16. A method according to Claim 15, wherein matching the status of the user comprises matching the status of the user with a status of at least one naming preference that further includes at least one application, wherein identifying the predefined identity comprises identifying, for each application of each naming preference having a matching status, the predefined identity of the respective naming preference as a current preferred identity of the respective application, and wherein selecting the current preferred identity
20 comprises selecting the current preferred identity of an application matching the application requesting the identity.

25 17. A computer program product for managing a plurality of identities of a user, the computer program product comprising a computer-readable storage medium having computer-readable program code portions stored therein, the computer-readable program code portions comprising:

a first executable portion for receiving, from an application, a request for an identity of a user;
a second executable portion for selecting a predefined identity based upon the
30 application and at least one user preference, wherein selecting a predefined identity

comprises automatically selecting a predefined identity independent of user input to the application; and

a third executable portion for providing the selected identity to the application.

5 18. A computer program product according to Claim 17, wherein the first executable portion is adapted to receive, from a trusted application, a request for an identity of a user, and wherein the second executable portion is adapted to select an identity further based upon a status of the user.

10 19. A computer program product according to Claim 18, wherein the at least one user preference comprises at least one naming preference, and wherein the second executable portion is adapted to select a predefined identity by obtaining a status of the user, matching the status of the user with a status of a naming preference that also includes a predefined identity, and thereafter selecting the predefined identity of the
15 respective naming preference.

20 20. A computer program product according to Claim 19, wherein the second executable portion is adapted to match the status of the user with a status of at least one naming preference that further includes at least one application, and wherein the
25 computer program product further comprises:

 a fourth executable portion for matching the application requesting the identity with an application of one of the at least one naming preference having a matching status,
 wherein the second executable portion is adapted to select the predefined identity from the naming preference having a matching status and having a matching application.

25 21. A computer program product according to Claim 17, wherein the first executable portion is adapted to receive, from a non-trusted application, a request for an identity of a user, wherein the second executable portion is adapted to one of select and generate a pseudonym, and wherein the third executable portion is adapted to provide the
30 pseudonym.

22. A computer program product according to Claim 17 further comprising:
a fourth executable portion for identifying a current preferred identity based upon
at least one user preference and a status of the user,
wherein the first executable portion is adapted to receive, from a trusted
5 application, a request for an identity of a user, and wherein the second executable portion
is adapted to select the current preferred identity.

23. A computer program product according to Claim 22, wherein the at least
one user preference comprises at least one naming preference, and wherein the fourth
10 executable portion is adapted to identify a current preferred identity by obtaining a status
of the user, matching the status of the user with a status of a naming preference that also
includes a predefined identity, and thereafter identifying the predefined identity of the
respective naming preference as a current preferred identity.

15 24. A computer program product according to Claim 23, wherein the fourth
executable portion is adapted to match the status of the user with a status of at least one
naming preference that further includes at least one application, wherein the second
executable portion is adapted to identify, for each application of each naming preference
having a matching status, the predefined identity of the respective naming preference as a
20 current preferred identity of the respective application, and wherein the second
executable portion is adapted to select the current preferred identity of an application
matching the application requesting the identity.

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